

11 September 2020

HSBC Vietnam opens Thao Dien Transaction Office in Ho Chi Minh City

*** The Bank underlines our commitment to develop Vietnam market and offer our clients world-class financial services via our comprehensive branch coverage***

***The Thao Dien Transaction Office, which will open on 12 September 2020, is located in one of Ho Chi Minh City's fastest growing and most multicultural urban areas ***

(*Ho Chi Minh City*) – HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) has announced the opening of its Thao Dien Transactional Office in District 2. Officially opening on 12 September 2020, the Thao Dien Transaction Office is located at Pearl Center Shopping Mall (12 Quoc Huong Street) right on the heart of the Thao Dien ward in District 2, one of the biggest and fastest growing urban areas in Ho Chi Minh City. Surrounded by well-developed transportation facilities, numerous international schools, integrated office and apartment complexes as well as many more ongoing development projects nearby, the new Thao Dien Transaction Office will offer easy access for the existing and future potential affluent customers of HSBC Vietnam.

“We are delighted with this transaction office launch as it places HSBC in an ideal right location to serve our mass and affluent customer segment in the growing District 2 community, where we will continue to demonstrate our commitment to providing a comprehensive range of banking solutions and an exceptional level of Premier banking services,” said Pramothe Rajendran – Head of Wealth and Personal Banking.

“Our new Thao Dien location will be a conveniently located, full-service banking center staffed by a team of knowledgeable experts. Its Premier Center has a dedicated team of Premier relationship managers and specialists, all of whom are vastly experienced in financial planning and offering retail banking products. Besides providing a full range of unique and privilege banking solutions for individuals including everyday banking and borrowing products such as credit cards, deposits, saving accounts and personal loans, they can also introduce a full range of global financial products and services for our Premier customers.”

With a sleek modern, interior design, this transaction office also has a digital zone with iPads and computers for customers' use, providing customers with a comfortable, convenient space from where they can conduct all internet banking securely and avail of HSBC's comprehensive banking services.

“Together with HSBC's digital banking experience that is simpler, faster and better for our customers, branch network continues to play a pivotal role in personal financial services and is critical to our strategy in Vietnam. Today's opening of the Thao Dien Transaction Office underlines our commitment to developing the Vietnam market and offering our clients world-class financial services via our comprehensive branch coverage,” added Mr Rajendran.

In 2020, HSBC Vietnam has been conducting renovation in branch network which brings a professional and fresh new look to respond the changing customer behavior and enhance customer service experience.

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Note to editors:

The Hong Kong and Shanghai Banking Corporation Limited

The Hong Kong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of USD2,923bn at 30 June 2020, HSBC is one of the world's largest banking and financial services organizations.

HSBC Bank (Vietnam) Ltd.

HSBC has been in Vietnam for 150 years – the bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 1 January 2009 as HSBC Bank (Vietnam) Ltd. The bank's current network includes two branches and five transaction offices in Ho Chi Minh City, one branch and four transaction offices in Hanoi, and two full-service branches in Binh Duong and Da Nang. HSBC is one of the largest foreign banks in the country in terms of investment capital, product range, and customer base.

HSBC Premier

HSBC launched its Premier proposition in Vietnam in 2010. In 2020, the bank has refreshed it to offer even more optimal support for the ever-evolving needs of target customers as well as their families. With this refreshed proposition, Premier customers can enjoy effortless banking in the here and now while moving through life, achieving all of their life goals, protecting their loved ones and enjoying a prosperous future.